




TO: All Store Managers
FROM: Al McKay 
RE: Winston Advertising
DATE: January 29, 1998

NOTICE!!!!

***This program and buy down has been extended through September 1, 1998.
Please continue to cooperate with the posting of sign material. Thank you.***

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This coincides with the major advertising campaign entitled "Winston No-Bull" about our brand. This campaign not only promotes the new packaging, but more importantly, the fact that Winston contains "no additives".

To tie in with the "No Bull" theme, we have authorized three pieces of POS advertising.

- Business Hour Sign (12x11)
- Push / Pull Sign (8x4)
- "No Bull" outdoor banner or a similar window sign to be used whenever possible.

Your RJR representative will provide the material on their next store call.

We are receiving an allowance in addition to the buy down for supporting this promotion.

cc: General Managers
Regional Managers
Area Sales Managers
Jim Merusi, RJR
Les Holmes

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